



**County of Marin  
Community Service Fund Program  
Application Form**

**Application Date** September 29, 2016

**Fiscal Year** July 1, 2016 - June 30, 2017

**Organization Information**

**Full Legal Name:** Marin Environmental Housing Collaborative

**Organization URL:** Marin Environmental Housing Collaborative

**Mission/purpose of your organization:**

MEHC works collaboratively to promote public support for projects that advance affordable housing, environmental integrity, and social justice. MEHC is a partnership that includes affordable housing, environmental, and social justice advocates. MEHC works collaboratively to promote public support for projects that advance affordable housing, environmental integrity, and social justice. MEHC makes connections between adversaries, aligns the goals of competing missions, and provides stronger support for elected officials who want to vote for environmentally friendly affordable housing but hesitate in fear of backlash. MEHC demonstrates that leaders in the environmental and affordable housing communities share vision and values and can collaborate to bring more environmentally friendly housing to Marin. MEHC has brought leaders in the environmental and affordable housing communities together into an active, committed, task-oriented group.

**Grant Request Information**

**Program/Project Name:** MEHC Public Education Program

**Amount Requested Dollar:** \$10,000.00

**Total Project Cost:** \$21,200.00

**Description of the proposed project/program, including the proposed project's goal(s), and the nature of the costs in specific terms, i.e. materials, labor costs, etc. Specifics of how the requested County funds will be used.**

Beginning in mid-October, MEHC will conduct a 12-month campaign to (1) educate the public on local housing issues, and (2) to partner with individuals and organizations to build a broader base of support for environmentally friendly affordable housing. We will build on the success of our spring 2016 education campaign. GOALS 1.Present accurate information on affordable housing to the general public and to elected decision makers throughout Marin. 2.Expand the number of people who attend public hearings and other events supporting the preservation and expansion of affordable housing in Marin County.3.By presenting accurate information and by increasing community support, secure approval for affordable housing policies and projects including he County's proposed source of income protection ordinance, Whistlestop senior housing project in San Rafael, Victory Village senior housing project in Fairfax.4.To expand MEHC's audience. THE PROJECTS FOUR PROGRAMS AND COSTS ARE DESCRIBED BELOW:: 1.SOCIAL MEDIA --monthly newsletter on Marin housing topics. The letter will be in two formats: E-mail and hard copy. Content by MEHC Board members at no cost. Retain consultant for production: \$13,100 --Daily Facebook postings on Marin housing issues. Content by MEHC Board members. Retain communications consultant for graphics :\$1,000 --Rebuild and maintain website. Web consultant services: \$6,100 2.ADVOCACY: Monitor and comment on local housing development projects and policy initiatives. To be done by Board members; no cost. 3. ADVOCACY: Speakers' bureau to present information on affordable housing to community groups. To be done by Board members; no cost. PowerPoint presentation to be used by the speakers' bureau to explain affordable housing. PPT template and graphics by consultant:\$1000. 4.COMMUNITY ENGAGEMENT: Organize community residents to support affordable housing policies and projects. To be done by board members at no cost. County funds: newsletter-\$5000; website-\$5000.

**List of all community interests that will be affected by the proposed project/program and the public benefit to be derived from it:**

WORKING FAMILIES In Marin 27,000 lower-income households spend more than 30% of their income on housing. MEHC will educate the public on the housing needs of lower income households. We will organize residents to attend hearings to support affordable housing policies and new workforce housing. Families who are able to use Section 8 vouchers or who can move into new affordable housing will benefit. SENIORS In 2010 over 27% of Marin households had a householder 65 or older. Seniors' housing needs are predictable: incomes drop, physical mobility tends to reduce, and many are house-rich and cash-poor. Many need to relocate to more affordable, and physically

accessible housing. MEHC's campaign will benefit the public by educating on these needs and building support for affordable senior housing including Whistlestop and Victory Village. LOCAL ECONOMY 68,000 people commute from other counties to work in Marin, most at lower-wage service jobs. A Marin Economic Forum survey found that if we built affordable housing for 1% of the in-commuters, the new households would generate over \$14M in new revenues for Marin's economy. MEHC's campaign will benefit the community by building support for specific affordable workforce housing projects that will support the local economy and slow traffic growth. SERVICE WORKERS The majority of the people who commute to Marin for work (52%) make less than \$40,000 per year. This includes workers like health aides, restaurant staff, landscapers, and nursing assistants. As we age and the need for health workers grows, rising housing costs and the long commute burden will make it harder to meet service needs. MEHC will speak to the vital need for workforce housing to support essential services that benefit the entire public. SCHOOLS The starting salary for an elementary school teacher in the San Rafael district is \$3,588, too low to afford the \$2,456 average monthly rental cost in Marin. MEHC's campaign will support housing teachers can afford.

**The total amount received for the past three fiscal years:**

Year	Amount	Project
2015 - 2016		
2014 - 2015		
2013 - 2014	\$18,000.00	Operating funds

**No County funding was received for this project or others.**

**Project/program can be completed if amount received is less than requested amount of Community Service funds.**

**Applicants are encouraged to leverage funding from other non-County sources, and priority will be given to requests that represent no more than 50% of total project cost. To demonstrate all sources of project funding, including other County sources, please provide a project/program budget below. Please fill in as applicable, and round to the nearest dollar.**

Project Funding Sources	Funding Agency	Funding Requested	Received	Notes
County CSF	Board of Supervisors	\$10,000		
Federal Grant				
State Grant				
Individual Contributions	MEHC Doard members	\$1,200	\$1,200	<i>Personal donations by board members</i>
Other Local Agencies	Mechanics Bank	\$5,000	\$5,000	
In kind services	MEHC Board			<i>All content will be drafted by board members</i>
Other	Tamalpais Pacific	\$5,000	\$5,000	<i>To fund a portion of newsletter cost</i>
<b>Total Sources</b>		\$21,200	\$11,200	
Project Expenses		Budgeted	Spent to Date	Notes
Personnel Costs				
Services and Supplies		\$21,200	\$0	<i>communications, web, graphics consultant services</i>
Capital				
Other				
<b>Total Expenses</b>		\$21,200	\$0	